



**BECOME A  
CORPORATE PARTNER  
WITH BORN FREE**

# WE ARE BORN FREE

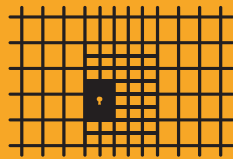
Our international wildlife charity was established in 1984, by world renowned actress Dame Virginia McKenna and her late husband Bill Travers MBE, with their eldest son Will Travers OBE.

For 40 years, we've worked towards a future where animals and people can co-exist and where threatened and endangered species and their habitats are protected for generations to come.

We work across four areas:

## Rescue and care

of individual animals, rehabilitating to the wild or providing lifetime care in sanctuaries.



## Policy

work to change UK and international law, protecting wild animals and their habitat.



## Conservation

of iconic species and their habitats, also ensuring that countless other species can thrive.



## Education

to inspire people of all ages and support communities living alongside wildlife.

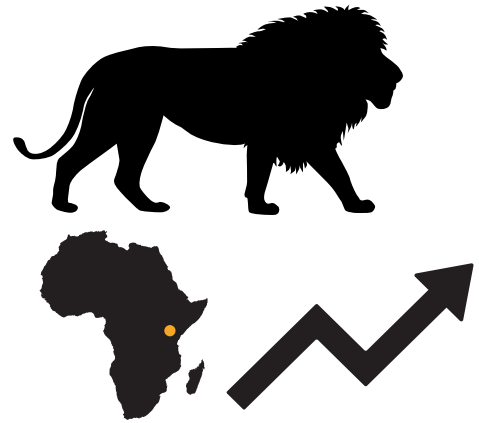


# WHY BORN FREE?

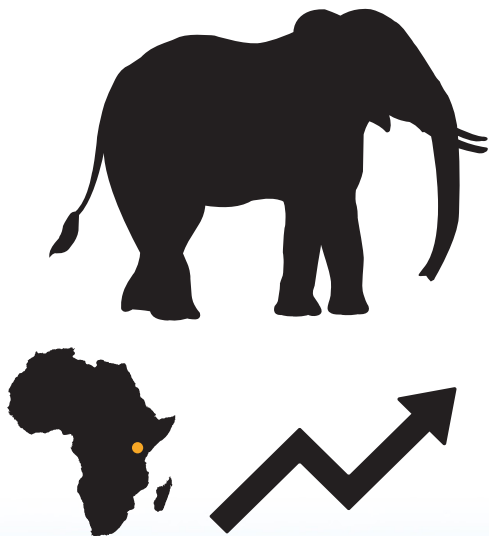
With your help, we can drive change to protect animals and their natural habitats so they can continue their important roles in maintaining the planet's fragile ecosystems.



Since our conservation work began in India, tiger numbers have doubled. By protecting tigers' habitat, millions of pounds of carbon offsets have been saved.



Since our lion conservation work began in Kenya, numbers have grown by 25%.



Our work has helped the Kenyan elephant population more than double.



We helped make the international ivory trade illegal and put an end to dolphinariums and wild animals in circuses in the UK.



# WE ARE BORN FREE. JOIN US.

## MAKE AN IMPACT

We know from our experience that business can be used as a force for good. By becoming a corporate partner, your company can help mitigate the impacts of climate change, stop wild animal suffering, increase wildlife populations, support local communities and increase biodiversity.

## ENGAGE YOUR TEAM

We are passionate about what we do and can help you nurture a culture of giving within your company, engaging and inspiring your staff to improve retention and job satisfaction. Employees can give back in a fun and rewarding way and see the direct positive effect your business has on wild animals, local communities, and the planet.

## REACH YOUR GOALS

Achieve your Environmental, Social, Governance (ESG) goals with the support of our experts. All animals play a vital role in maintaining our planet's fragile ecosystem; by protecting wild animals and their habitat, you can demonstrate to customers, staff, and shareholders that your company is socially responsible, and committed to giving back.

*"The loss of biodiversity has reached an unprecedented rate in the history of humankind."*

Elizabeth Maruma Mrema,  
Assistant Secretary General,  
United Nations

## BUILD NEW CONNECTIONS

With consumers becoming more environmentally and socially conscious, partnering with us can help you connect with new audiences who have similar values.



# HOW YOU CAN PARTNER WITH BORN FREE

1. Nominate us as your charity partner or charity of the year.
2. Promote payroll giving so your staff can donate from their pre-taxed income. We can help you to get started.
3. Match fund one of our appeals or your staff's payroll giving.
4. Micro-donations. Ask customers to round up bills or donate a small percentage of sales.
5. Encourage staff to fundraise for Born Free.
6. Sponsor one of our events.











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